VOL. XIV. - N° 11. November 1933.

League of Red Cross Societies

MONTHLY BULLETIN

Headquarters :
2, Av. Velasquez, Paris 8e

Telegraphic Address :
Licross 37-Paris

The League of Red Cross Societies is an international organization grouping together, for their peace-time activities, the National Societies, of the following countries : ALBANIA, ARGENTINA, AUSTRALIA, AUSTRIA, BELGIUM, BOLIVIA, BRAZIL, BULGARIA, CANADA, CHILI, CHINA, COLOMBIA COSTA RICA, CUBA, CZECHOSLOVAKIA, DANZIG, DENMARK, DOMINICAN REPUBLIC, ECUADOR, EGYPT, ESTONIA, FINLAND, FRANCE, GERMANY, GREAT BRITAIN, GREECE, GUATEMALA, HUNGARY, ICELAND, INDIA, ITALY, JAPAN, LATVIA, LITHUANIA, LUXEMBURG, MEXICO, NETHERLANDS, NETHERLANDS EAST INDIES, NEW ZEALAND, NORWAY, PANAMA, PARAGUAY, PERSIA, PERU, POLAND, PORTUGAL, ROUMANIA, SALVADOR, SIAM, SOUTH AFRICA, SPAIN, SWEDEN, SWITZERLAND, TURKEY, UNITED STATES, URUGUAY, VENEZUELA, YUGOSLAVIA.

PROPAGANDA BY PRESS AND RADIO

The Red Cross the World Over . . 206

Keeping the Red Cross before the Public.
How the Press helps the Red Cross.
Death of Brig.-Gen. H. B. Champain.
Film Propaganda in Japan.
French Decoration for American Nurse.
The Mexican Hurricane.
Need for Home Nursing Instruction.
An Instructive Junior Calendar.
The Red Cross a Factor for Peace.
A Heavy Year for Disasters.

The Common Task 209

News from the Societies.

How the Red Cross and the Press can Collaborate 213

A prominent French journalist, M. Jean Rimont, explains the basis of successful collaboration and drops some valuable hints.

Using the Radio for Fund Raising . . 215

An account, by Mr. Griesemer, of the facilities offered to the American Red Cross by the National Broadcasting Company .

"The Week's Good Cause" 217

How the British Broadcasting Corporation helps to raise funds for charity. Described by Mr. Iremonger, of the B. B. C.

XIVth International Red Cross Conference 218

Text of official convocation.

The Need for Public Baths 220

A new field for Red Cross enterprise.

The Red Cross and the Press . . . 221

M. Housiaux, former Chairman of the Belgian Press Association, describes the cordial relations existing between the Red Cross and the Press in Belgium.

Miscellaneous Items 222

International Relief Union.
Florence Nightingale Foundation.
The Problem of the Cripple.
Public Assistance in Switzerland.

League Headquarters Notes . . . 223

Book Reviews 223

XVth INTERNATIONAL RED CROSS CONFERENCE October 1934.

Keeping the Red Cross Before the Public

It has often been said that the distinguishing characteristics of Red Cross work are efficiency and modesty. It has, however, been pointed out by at least one eminent journalist that the modesty of the Red Cross must be limited by the needs of the movement in respect to propaganda. Certainly it is not immodest to keep the public constantly reminded of the fact that the Red Cross, which stands apart from and above all sources of difference as to politics, religion and race, is always there to unite persons of good will to work for the common good of the whole community.

Almost all national Red Cross Societies nowadays conduct periodicals of their own which are their principal channel for keeping their members informed of the progress of Red Cross work and of the needs which are yet to be met. But these strictly Red Cross publications naturally are somewhat limited in circulation and their readers are almost exclusively Red Cross members. They do not reach the general public. The general public can only be reached through the daily newspapers and such other channels as constitute the normal source of general information accessible to the man in the street.

In almost all countries it has been realized by the leaders of the Red Cross movement that close and cordial co-operation with the press, and with other organizations which can help in making known to the public the work and programme of the Red Cross, is of the greatest value. Without such co-operation it is almost impossible to expect membership campaigns or appeals for funds to attain the desired measure of success.

In many cases this co-operation has been intensified by the institution of a regular Red Cross ''Day'' or ''Week'' each year. The support of the press has been solicited in the first place with a view to making the Day or Week a success, and the contact established for that limited purpose has been maintained and developed. But the wider purpose of giving general information about the Red Cross should not be overlooked.

The proprietors and editorial staffs of newspapers have been extremely co-operative and have given the Red Cross the most valuable support, stipulating only that their co-operation shall be facilitated by compliance with certain elementary journalistic rules. In other words, newspapers want news about the Red Cross.

Among the articles appearing in the present number of the Bulletin will be found papers by specialists explaining what these rules are and why they are insisted upon. The most powerful ally which the Red Cross can have in connexion with propaganda, apart from the press, is undoubtedly, in these days, the wireless; and the question of propaganda by wireless is specially treated in two of these articles.

All who have had practical experience of that particularly important phase of Red Cross work which involves raising money, enrolling members, and in general keeping the value of the Red Cross before the eyes of the public will undoubtedly appreciate the value of the counsels given by these expert contributors.

Ernest J. Swift

How the Press Helps the Red Cross.

All the divisional reports received at British Red Cross headquarters have confirmed the fact that the popularity and support accorded this year to ''Red Cross Day'' were far in excess of previous years.

This is attributed in a very large measure to the co-operation of the press. It has been ascertained that 2,500 articles on Red Cross subjects were published in British newspapers during the month of May as against 900 in May 1932.

The following extract from the last annual report of the Red Cross Society of New Zealand is equally eloquent of the growing interest which the press is showing in matters pertaining to the Red Cross:

''The Executive of the Society desires to place on record its sincere appreciation of the wonderful assistance given to all its centres and sub-centres throughout New Zealand by the Press generally. It has never failed to respond to any application for publishing of information or assistance in any appeals''.

During ''Red Cross Week'' in Poland, in June, upwards of 600 articles were devoted by the newspapers to the Red Cross. At the request of the central directorate of the Polish Red Cross, the Association of Polish Journalists and the Association of Editors of Newspapers and Periodicals addressed circular letters to their members urging them to give the utmost publicity to the work of the Red Cross during the ''Week''.

The Polish Red Cross issued six bulletins to the press, as well as a number of communiqués and items of information during the actual progress of the campaign, and organized visits by groups of journalists to Red Cross institutions in and near Warsaw. Personal representations were also made by members of the Central Direction of the Red Cross to editors of daily newspapers in the capital, with a view to securing their co-operation. It may be affirmed, without exaggeration, that the whole press responded to the appeal of the Red Cross.

Judging by the press clippings collected, it would appear that the majority of the articles and items published were reproduced from material supplied by the Red Cross itself.

Death of Brig.-Gen. Champain.

The British Red Cross mourns with no common sense of loss the death of Brigadier-General Hugh Bateman-Champain, who died suddenly while golfing at Sunningdale on Saturday, October 7th.

After a distinguished military career General Champain was appointed in 1922 Secretary General to the British Red Cross Society and, in this capacity, rendered invaluable service to the Society.

Distinguished in appearance and with great charm of personality, he was a welcome figure at many Red Cross Conferences and was especially active in promoting the development of the Red Cross within the Empire. His visits to South Africa and Australia, which were taken in some measure with a view to explaining the work of the League of Red Cross Societies, are vividly remembered and he was largely instrumental in making the British Empire Red Cross Conference an event of happy memories to all who took part in it.

Writing of him in "The Times", Sir Arthur Stanley said, in words that will be echoed by all who had the privilege of working with him:

"No man is indispensable, but this one was surely irreplacable. Not only as Secretary-General of the British Red Cross Society, but as one who possessed in a high degree the genius of friendship, he filled a niche in the minds of those who worked with him and in the hearts of those who knew him which must for ever stand empty. To his work for the Red Cross he brought a spirit of cheerful friendliness which disarmed opposition and inspired the wish to help which he so strongly felt himself. In his ordinary daily round he met men and women of every degree, many of them requiring assistance of some kind many of them needing help and encouragement in their Red Cross work, and it is safe to say that no one of them ever left him without feeling the happier for having met him. The messages of sympathy which have been received from the national Red Cross Societies throughout the world testify to the real affection which he had inspired in those foreign representatives, of whom he had met so many at conferences at home and abroad.

"To those who knew him, not as a colleague, but as a friend, he brought the charm of perpetual youth. To his last day one could see in him the splendid boy who was chosen, while still at a public school, by the great W. G. Grace himself to play cricket for Gloucestershire, and one cannot but rejoice that he was spared the pain and suffering which might have been his (as the result of severe operations which he bore with magnificent courage) and that he died playing the game he loved with the same radiant happiness as that with which he had played the game of life".

Junior Magazines for Exhibition.

The League Secretariat has recently despatched to the International Bureau of Education in Geneva an album containing samples of all the Junior Red Cross magazines now published in different countries. This collection will form part of the international exhibition of periodicals for youth at present being organized by the Bureau. Included in the League's album is information regarding the magazines, the brochure "Looking into other Lands", and charts showing the circulation of the magazines, which totals nearly half a million copies.

Film Propaganda in Japan.

The last number of the Bulletin described the scenario of a film produced by the American Red Cross for its next annual Roll Call. The value of visual propaganda for making known the peace-time work of the Red Cross has long been recognized by the Japanese Red Cross, which possesses a well-stocked film library of its own. The Society's latest production is a film entitled "Vers l'amour de l'humanité" (Labours of Love), the scenario of which is briefly as follows:

A young girl is knocked over and injured by a motor-car just as her tuberculous mother is about to be removed to the Red Cross hospital. She, too, is hurried to the same hospital. So grateful is she to the Red Cross for the care given to herself and her mother that, when she recovers, she decides to become a nurse. Some time after, we see her at work as a fully-fledged sister. Then the region is shaken by an earthquake. Our heroine is one of the detachment sent to the neighbouring town to organize relief for the victims. There she is instrumental in helping a boy who had come from a near-by village to seek his father, who is eventually found among the patients being cared for in the Red Cross field hospital. Having recovered his health, the father becomes a fervent admirer of the Red Cross and, in gratitude for the kindness shown him by the young nurse, assumes financial responsibility for the treatment of her tuberculous mother.

Here we have an example of the perfect and complete propaganda film, for it covers practically the whole range of Red Cross activity: first aid, Junior Red Cross, public health, nursing and disaster relief. The photography is excellent and the interest of the simple story is sustained from start to finish. This fine film is due to the initiative of the Fukuoka branch of the Japanese Red Cross.

This is only one of many films produced by different branches of the same Society. Among these may be mentioned the film showing the principal activities of the Tokyo committee; that depicting the organization of the summer sanatorium for delicate children maintained by the Kyoto committee; a Junior Red Cross ceremony filmed by the Osaka committee, and the film illustrating the work of the motor-ambulance service of the Aïchi committee.

The Japanese Red Cross has kindly presented a copy of the film "Vers l'amour de l'humanité" to the League Secretariat. It is in five reels and the length is approximately 6,500 feet.

French Decoration for American Nurse.

The French Government has conferred upon Miss Clara D. Noyes, director of the American Red Cross Nursing Service, the "Medaille de la Reconnaissance Française" as a mark of appreciation for what she and her fellow nurses in America have done for the cause of nursing in France. This is a national decoration which France confers upon those to whom the nation is grateful.

Miss Noyes was president of the American Nurses' Association when, in 1918, that body decided to build the Nurses' Home of the Florence Nightingale School in Bordeaux, as a memorial to the American nurses who lost their lives in the World War. Since that time, she has never relaxed her efforts for the school or her interest in its development.

The Mexican Hurricane.

Following reports of the disastrous hurricane which swept the province of Tampico (Mexico) on the night of September 25th last, the Chairman of the American Red Cross sent a cabled offer of assistance to the sister Society in Mexico. In his reply, the president of the Mexican Red Cross intimated that the situation was extremely grave and that the help of the American Red Cross would be deeply appreciated. The same day (September 26th) a donation of $25,000 was forwarded by the American Red Cross for the relief of the sufferers.

Although the alarming details given in the first reports were later modified, it nevertheless appears certain that the disaster is one of the worst that has ever afflicted Mexico. The hurricane has laid bare one of the most prosperous and fertile regions of the country and has caused material damage estimated at upwards of three million dollars. The number of killed and injured runs into several hundreds, and the situation is still further aggravated by the fact that epidemics have broken out in several districts owing to lack of water.

In view of the magnitude of the catastrophe, and after an exchange of cables with the Mexican Red Cross, the International Red Cross Committee and the League of Red Cross Societies resolved to launch a joint appeal to the Spanish Red Cross and to all the National Societies of the American Continent. With its customary generosity, the Spanish Red Cross immediately responded with a gift of 15,000 Pesetas. Meanwhile, the Salvadorian Red Cross had sent a donation of 1,000 Pesos direct to Mexico. Thanks to these marks of international solidarity, the Mexican Red Cross has been able to lend effective assistance to the authorities in meeting the most urgent needs of the inhabitants of the stricken province.

The Need for Home Nursing Instruction.

A belief that the economic depression in the United States is taking a severe toll in the form of illness and malnutrition, notwithstanding a general impression to the contrary, was recently expressed by Miss Malinde Havey, director of Public Health Nursing and Home Hygiene of the American Red Cross.

''Most of our health reports are based on cases in the hands of physicians and hospitals'' explained Miss Havey. ''From our field workers, however, we learn that many families, for lack of funds, are having to do the best they can for ailing members without summoning the necessary help''.

To meet the pressing demand for instruction in simple methods of home care of the sick, an intensive campaign is being waged by the American Red Cross to persuade more chapters to adopt home hygiene programmes. Home hygiene was taught last year to 53,000 persons by a thousand Red Cross nurse instructors.

Plans are also being worked out to meet the increasing demand for public health nursing through local chapters. In this field last year, 693 Red Cross nurses made 1,233,586 bedside visits and inspected 633,379 school children.

An Instructive Junior Calendar.

The American Red Cross has forwarded to the League Secretariat 100 copies of its illustrated Junior Red Cross calendar for 1933-34, for distribution to other national Sections.

Among the many interesting suggestions for activities contained in the calendar are the following:

Begin a Red Cross bulletin board at school, posting an interesting item each week. Make or buy handkerchiefs for men cared for by welfare hostels. Provide warm wraps for children in outdoor classrooms. Send toys to veterans to give to their own children at Christmas. Arrange exhibits of Junior Red Cross work for display in public libraries and store windows. Make covers for Brailled short stories to give to children in schools for the blind. Ask volunteer Braillists in your Chapter to transcribe a small correspondence album for you to send to a school for the blind. Share your recreation with some blind person in your community. Help to equip a room for pupils who need rest during the day. Collect tools for unemployed to use in gardening. Collect firewood or waste lumber, and various materials for use in repairing houses. Contribute books and reading games for classes of migratory children. Ask your librarian to let you decorate a corner with J. R. C. posters and calendars.

The Red Cross a Factor for Peace.

As long ago as 1923, M. Edmond Boissier, a member of the International Red Cross Committee, formulated the conviction that the *raison d'être* of the Red Cross is to promote the ethical principle which inspired its creation. ''The Red Cross'', he said, ''as one of the historic elements of modern international life, has a spiritual mission to fulfil which consists in working for the establishment and development of an international code of ethics with rules which should govern the relationships between nations and States''.

A Heavy Year for Disasters.

The disaster relief report of the American Red Cross for the year ending June 30th, 1933, constitutes what must be something of a record for any one year.

During the period in question, the Society was called upon to intervene in no fewer than 117 disasters, for the most part on its own national territory. Major disasters visited every part of the country: floods and tornadoes laid waste many communities in central and southern states; fires visited two cities in Maine; earthquakes of almost unprecedented intensity wrought havoc in southern California; floods in Washington and Idaho made thousands homeless. During one period of twelve weeks, 46 disasters occurred in 23 states, hard pressing the Red Cross personnel and keeping it continually on the move. The range of emergencies dealt with covers cloudbursts, cyclones, drought, earthquakes, explosions, fires, floods, forest fires, hailstorms, hurricanes, mine explosions, shipwrecks, snow blockades, storms and epidemics.

In addition to the enormous sums involved in meeting calls for disaster relief, four million dollars were expended by Red Cross chapters on various projects for relieving the unemployed.

ARGENTINA

Report on Nursing Work

The League Secretariat has now received the report of the Argentine Red Cross Nursing Association for the year 1932-1933, which contains some very interesting details relating to its work.

The object of the Association is, of course, primarily to safeguard the interests of the nurses (men and women) composing its membership, but, quite apart from this, it has been pursuing a widepread campaign for popular health instruction and social welfare. To this effect, it organized a series of lectures by eminent Red Cross authorities, As in the past, the Association has continued to maintain medical services and legal consultations for the benefit of its members.

Marked progress has been made in the direction of re-organizing the Club for Nurses, and in securing proper legislation to govern the exercise of the nursing profession in Argentina.

The relations between the Association and the Argentine Red Cross are characterized by the utmost cordiality and mutual helpfulness.

BELGIUM

A Useful Initiative

The different charitable organizations of the St. Josse-ten-Noode quarter of Brussels have been provided with a common centre, thanks to a legacy of 2,600,000 fr. left for this purpose by a Belgian philanthropist.

The new building, which was recently inaugurated, is divided into 26 separate apartments, each occupied by a different organization. One of these has been assigned to the local Red Cross committee.

A joint social service centre has been installed in the building to deal with the problems of persons in temporary straits; in this way, they are spared the impersonal, institutional atmosphere which is so repugnant to the more diffident and which often discourages deserving cases from soliciting help which they sorely need.

BRITISH EMPIRE

Red Cross Branch in Swaziland

From the small colony of Swaziland, in South Africa, comes news of the formation of a branch of the British Red Cross Society. A committee has been set up at Bremersdorp under the presidency of the Resident Commissioner and is working out a comprehensive plan of campaign.

A good start has already been made in the direction of public health: A district nurse has been appointed for maternity and child welfare work, and courses of lectures have been arranged in First Aid, Home Nursing and Infant Welfare.

The Director of the Branch has now requested the assistance of the League in starting a Junior Red Cross section. It is proposed to establish Junior links at first in three or four schools for Europeans, and later to extend the movement into the native schools. The parent Society in London is supplying the necessary literature, and the League is sending specimens of interschool correspondence.

BULGARIA

Methods of Organization

At the meetings of the Junior Red Cross Study Group, held at the offices of the League Secretariat this summer, the different delegates described the organization methods prevailing tn their respective countries. The report of the director of the Bulgarian Junior Red Cross section is characteristic, and the methods used in Bulgaria are parallelled in a number of other countries.

The Junior Red Cross of Bulgaria enjoys the full support and collaboration of the Ministry of Public Instruction, and is, in fact, directed by a functionary of that department. The Administrative Board of the Junior Section is presided over by a representative of the Administrative Board of the Bulgarian Red Cross, while the vice-chairman is a high official of the Ministry of Public Instruction —director of secondary education and of the University. In a recent circular, the Ministry expressed the desire to see Junior Red Cross groups formed in all schools with the least possible delay.

Membership in the Junior Red Cross is open to any pupil between the ages of seven and nineteen. In theory, the subscription is one leva per month, but, in practice, the well-to-do pupils pay more whereas poor pupils are exempt from payment. Each school group is divided into a number of class groups, all working under the direction of a teacher-guide, who leaves the members every latitude in carrying out the programme of work decided upon. The affairs of the school group are managed by a ''Bureau''. comprising a chairman, a secretary and a treasurer, elected from among the pupils.

For school groups of upwards of 200 members, two teacher-guides are appointed, one of whom is preferably the school doctor. All correspondence between the groups and Section headquarters must pass through the hands of the teacher-guides.

The programme of activity and budget for the year are established, in each case, by the school ''bureau''. At the close of every academic year each group turns over ten per cent of its income to the national headquarters of the Bulgarian Junior Section, retaining the balance for its own needs. This remittance is accompanied by a report on group activities and a statement of expenditures.

In towns with more than five school groups, ''local groups'' are organized under the control of a local bureau, composed of :1) a delegate of the local Red Cross committes; 2) the teacher-guides of each school group; 3) the chairmen of the school groups.

Health and Social Welfare

The latest report of the Bulgarian Red Cross, covering the fiscal year 1932-33, contains interesting details in regard to the Society's activities in the field of public health and social welfare. The ground covered is extremely comprehensive, as the following extracts will show.

CAMPAIGN AGAINST TUBERCULOSIS. — The Society now maintains two small sanatoria for needy persons suffering from tuberculosis and unable to pay for treatment. The first, at Routchouk, is maintained by a special fund constituted with the aid of dona-

tions from wealthy benefactors in the region. Most of the interior equipment (bedding, furniture and house-linen) was provided by the Ministry of Public Health and friends of the Red Cross. The second, at Plovdid, was opened only a short time ago. It has 25 beds. The loan of 200,000 levas advanced to the local Red Cross committee for its construction has now been almost entirely paid off.

MATERNITY HOMES. — There are three of these in Sofia and one in Tirnovo. The Choumene Committee owns a "house for mother and child", presented to it by a generous citizen, at which 352 births were registered in the course of 1932, and 1,743 attendances at the consultations.

PUBLIC HEALTH NURSING. — The public health nursing service of the Sofia committee is staffed by seven nurses, two of whom are paid by the municipality. The mornings are given up to home visits, and the afternoons to work in the Red Cross dispensaries. During the period covered by the report, the nurses attached to the service made 3,542 visits. The Tirnovo and Choumene committees also maintain a public health nurse.

DISPENSARIES. — Special or general dispensaries are owned by most of the Red Cross committees in Bulgaria. The Sofia committee has seven baby clinics and a special psychiatric clinic for abnormal and backward children. To the latter has been annexed a service for research into the intellectual life of the child, directed by Professor Neguentsoff.

DISTRIBUTIONS OF FOOD AND CLOTHING. — A sum of 301,279 levas was expended during the year 1932-1933 on milk, cod liver oil and garments for distribution to needy persons attending the Red Cross dispensaries. A ladies' committee has assumed responsibility for making garments and organizing sales of work, the proceeds of which are utilized for purchasing articles of clothing.

HOLIDAY CAMPS AND CANTEENS — Thousands of delicate children have regained health and strength at the summer colonies organized by the Red Cross at Harlovo, Papas-Tchaïr and Haskovo, while thousands more have been provided with nourishing food in the canteens maintained by the committees of Mastanli, Nevrokop, Kotel and Gabrovo.

Propaganda Campaign

Bulgarian Red Cross "Day" resulted last year in 1,090 new members and additional funds amounting to 110,233 levas. Of this sum, 16,090 levas represented membership fees, while the sale of badges produced 53,903 levas. The remainder (40,240 levas) was derived from entertainments and tombolas.

FRENCH COLONIES

French West Africa

The general assembly of the local Committee of the U. F. F. (French Red Cross) met recently at Government House, Lomé, under the chairmanship of Madame de Guise, president of the Committee.

After having recalled the circumstances in which the Committee was founded, the Secretary-General insisted in his report on the necessity of training native families in the elements of child welfare. Statistics showed considerable progress in the work of the baby clinics, 40,884 attendances having been registered in 1932 as compared with 34,675 in 1931.

Madagascar

The French Red Cross has found in Madagascar a particularly fertile field for its activities, and the U. F. F. Committee there is among the most highly-developed of the Red Cross branches in the French Colonies, as is evident from the report on the year's work presented at the last General Assembly in Tananariva in April last.

The U. F. F. dispensary in Tananariva gave 85,100 consultations to 48,558 patients in the course of 1932, more than a third of whom were suffering from malaria. The children's infirmary attached to the dispensary provided 10,063 hospital days, this representing a daily average of 29 patients.

Other activities of the Tananariva local committee included the making of layettes and baby linen in its work-room, distributions of garments and hot beverages, and the organization of a baby show.

The committees at Miarinarivo, Arivonimamo, Mananjary and Tamatave are doing similar work.

GERMANY

Health Units in Bavaria

There are no fewer than 471 Red Cross health units in Bavaria, comprising 730 doctors, 13 dental surgeons, 78 dentists, 21,444 ambulance workers, some 2,000 male nurses, a disinfection staff of 400 men, 738 persons specialized in anti-gas measures, 720 swimmers trained in life-saving, and 2,356 first-aid workers for road accident services. The units have a non-active membership of 44,253 and maintain 1,990 first aid posts, 4,554 store depôts and telephone boxes. In addition, they have at their disposal 473 motor-cars, 143 motor-ambulances and 814 tents with full equipment.

Last year, 25,685 calls were made upon the units, or individual members of units, in connexion with public manifestations, processions, sporting events, etc. They rendered assistance at 651 fires, 95 railway mishaps, 8,872 industrial accidents, 415 epidemics, 2.484 floods, 898 alpine rescues, and answered 5,218 appeals for nursing aid. The disinfection service was called into action 3,633 times.

First-Aid Training for Postal Workers

The Ministry of Postal and Telegraphic Services has requested the German Red Cross to train a certain number of post-office employees in first-aid methods. It has been decided to admit these candidates to the courses organized for members of Red Cross health units.

GREECE

New Junior Brochure

The Greek Junior Red Cross announces the forthcoming publication of an illustrated propaganda booklet, copies of which will in due course be forwarded to the League Secretariat for distribution to other national Junior sections.

The pamphlet will be divided into three parts, dealing respectively with: 1) Post-war child welfare and information relating to the Red Cross; detailed explanation of aims and activities of the Junior Red Cross ; 2) Decisions of international congresses in regard to the Junior Red Cross, and official opinions on the same subject ; 3) Work and programme of the Greek Junior Red Cross.

GUATEMALA

Change of President Dr. José Luis Asensio has succeeded Señor Rodolfo Castillo Azmitia as President of the Guatemalan Red Cross Society.

HUNGARY

Mothers' Day The ideal underlying ''Mothers' Day'', observed by Juniors all over the country each year, has now been given concrete form by the erection of a statue on the principal square of Pestszenterzsébet, a populous working-class suburb of Budapest. The funds for the monument were raised exclusively by the local Juniors, and the statue is the work of a teacher—a sculptor of talent—who refused to accept any payment for it. The pedestal bears the inscription: ''Stop here and think of thy mother!'' At the unveiling of the monument, on May 21st, six thousand Juniors recited the pledge to love, honour and cherish their mothers to the end of their days.

JAPAN

Membership Enrolment The local committees of the Japanese Red Cross make use of the most up-to-date methods for informing the public of their doings and attracting new members. One of the most successful of these methods appears to be the organization of lectures illustrated by films. The results obtained more than compensate for the expense involved. For example, the Kanagawa committee enrolled 1,825 new members between January and April last, while the committees at Okayama and Wokagama registered 1,029 and 711 respectively.

The Japanese Red Cross possesses a remarkable collection of films which it has had made specially for propaganda purposes.

Red Cross Museum So complete and attractively arranged is the museum at Japanese Red Cross headquarters that it has become one of the show-places of Tokyo. In June and July last, it was visited by upwards of 21,500 persons, and film lectures were organized almost daily.

When, in June, a slight epidemic of smallpox broke out in Tokyo, the Red Cross promptly arranged a special exhibit in its museum to instruct the public in precautionary measures.

Life-Saving Campaign In view of the heavy mortality from drowning in Japan—it is estimated that there are some 10,000 deaths from this cause every year—the Japanese Red Cross has started life-saving institutes on the lines of those organized in the United States. Courses were held this summer in Tokyo, Kobe, Kyoto, Osaka, Aichi and Fukui, under the direction of Mr. Hideomi Mori, formerly of the American Red Cross Life Saving Service, and now a member of the headquarters staff of the Japanese Red Cross. Eight hundred ''life-guards'' were trained in these courses, which proved so popular that the Society is planning to conduct them afresh next summer.

MEXICO

Annual Report The last report of the Mexican Red Cross announces the setting up of two new sub-committees, in the States of Puebla and Colima respectively. The latter is a direct consequence of the relief activities of the Society on the occasion of the earthquake which, in June of last year, devastated Colima and the neighbouring state of Jalisco.

Work on the Society's new hospital is proceeding actively, and it is hoped to inaugurate it before the end of the year. Progress is reported in the training of nurses and nurses' aids.

The Ladies' Committee, as usual, has been performing miracles of devotion on behalf of the poor and their children. A work party meets once a week to make garments and bandages. Another group distributed last year 16,335 meals to destitute persons, and sent 23 cases of provisions, clothing and medicaments to Colima and Jalisco for the earthquake sufferers. The Ladies' Committee has now taken over the ''Casa Amparo'', an institution for the protection and welfare of mothers.

Red Cross ''Week'', held last May, yielded a sum of 11,000 Pesos, which, in view of the prevailing economic depression, was considered by the Society to be extremely satisfactory.

NETHERLANDS

Red Cross Calendar The calendar for 1934, which the Netherlands Red Cross is issuing to celebrate the 25th anniversary of H.R.H. Prince Henry of the Netherlands as president of the Society, will bear on the cover-page a photograph of His Royal Highness seated at his desk at the Red Cross. Six other photographs, depicting different activities of the Society, will illustrate the interior of the calendar, which will be offered for sale to the general public at 1 florin and to members of the Red Cross at 75 cents.

Fund-raising through Sport The ''Hercules'' Football Club of Utrecht held a sports meeting on August 31st last for the benefit of the Red Cross blood transfusion service of that town. The manifestation was presided over by Professor Koolemans Beijnen, representing the Netherlands Red Cross, who, at the close of play, thanked the athletes and handed each of them a small souvenir on behalf of the Society.

The proceeds of the match, handed over in their entirety to the Red Cross, amounted to 450 florins.

NETHERLANDS EAST INDIES

Annual Report The report of the Netherlands East Indies Red Cross for the year 1932, which has just reached the League Secretariat, states that 74,648 persons were treated in one or other of the Society's four general clinics at Batavia and Meester-Cornelis during the period in question, while the Red Cross hospital at Buitenzorg ministered to the needs of 1,226 patients.

The successful efforts of the Society to establish a system of first-aid posts on highways, in collaboration with the Java Motor Club, were described in the October issue of the League's Bulletin.

NORWAY

Rest Home for Nurses To have a rest-home of its own in the country has long been the dream of the Trondhjem branch of the Association of Red Cross Nurses. After years of patient effort, this ambition is at last nearing realization. A two-storied wooden construction has been purchased and is now being prepared for occupation. When completed, it will contain accommodation for seven or eight nurses. Part of the funds for the purchase were loaned by the local Red Cross committee on easy terms; the remainder was raised by small lotteries, contributions from the nurses themselves, and gifts from medical men of the region.

The house is in a very pleasant situation, surrounded by fir trees, and there is a bathing lake in close proximity.

Change of Address As from November 1st, the offices of the Junior Section of the Norwegian Red Cross will be transferred from Nils Juelsgt. 66, to the following address:

Skovvei 10, OSLO.

PERSIA

Nursing Plans On the recommendation of the Red Lion and Sun of Persia, the League Secretariat has made arrangements for the training of a Persian nurse at the Florence Nightingale School at Bordeaux.

After consultation between the Persian Government, health authorities, the Red Lion and Sun and Dr. Achtiany, the Society's representative in Paris, a suitable student was chosen from among the nurses of a military hospital in Teheran.

The training in Europe of a number of Persian nurses is part of a general scheme for the creation of a nursing corps in Persia, in which work the Red Lion and Sun is particularly interested.

UNITED STATES

Florida Hurricane Following receipt of word from Red Cross workers in Florida that at least 1,000 families were in dire distress as a result of the hurricane which swept that region on September 1st and 2nd, the American Red Cross appealed to all chapters in the state to obtain contributions for a relief fund opened on behalf of the sufferers, and wired to the Governor of the State expressing the willingness of the Red Cross to assume charge as the relief agency. In his reply the following day, the Governor stated:

"Florida deeply grateful for work of the Red Cross in storm area. Proclamation to co-ordinate relief work under jurisdiction of Red Cross will be issued today. The director of the Federal Emergency Relief Administration will co-operate closely with the Red Cross in relief measures".

Five disaster relief representatives promptly left Washington to join a sixth representative on the spot. In the meantime, the local Red Cross chapters were meeting the emergency needs, feeding the sufferers and helping to recondition their damaged homes.

Surveys made by the relief workers assigned to the area revealed that the path of the storm was 156 miles wide and 180 miles long; thirty per cent of the population of the State was in the hurricane belt. Losses to the citrus fruit crop were estimated at 30 per cent of the total crop. Houses destroyed numbered 383, and 6,465 more were damaged. It was calculated that at least 4,325 of the 7,900 families reported as suffering losses would require some form of Red Cross assistance, and that a minimum relief fund of $75,000 would be needed.

Relief operations are still proceeding in the area of Virginia, Maryland, Pennsylvania and Delaware, where, since the hurricane of August 23rd, the Red Cross has fed, housed and clothed some 2,500 families, and is now engaged in rebuilding 300 homes.

Parties for the Toyless When the residential quarters of two towns in the State of Maine were destroyed by fire last spring, many children lost all their toys in the flames. This was a fresh opportunity for the Juniors of Maine and neighbouring States to give practical effect to their "service" lessons. By early July, plans had been completed for holding two parties, one in each of the devastated towns, at which some two thousand children were presented with toys to replace their own lost treasures. Enough playthings were contributed by the Juniors of eleven Chapters in New England and New York to make every child happy at the two parties. Some of the Juniors has not even waited for the toy plan to be broached: groups in three counties spontaneously offered hundreds of jig-saw puzzles, while the Juniors of Boston sent 50 dollars for the purchase of toys.

Juniors at Conferences Each year increasing numbers of Junior members take part in the "regional" conferences organized by the American Red Cross all over the United States. Their presence is enthusiastically appreciated by the adult participants.

It is felt that the "regional" conference is one of the best opportunities that these younger members have for becoming conscious of Red Cross aims and organization, for realizing the magnitude of the work, and for understanding the guidance they may claim from their elders. To find themselves accepted with quiet equality by these more experienced workers, and their accomplishments and opinions treated with respect, constitutes both reward and inspiration.

YUGOSLAVIA

Funds from Stamps On the occasion of Red Cross "Week" last September, the Yugoslav Red Cross benefited by a new measure taken in its favour by the Government of Yugoslavia. The use of a Red Cross stamp, of the value of half a dinar, was rendered obligatory throughout the duration of the "Week" for all inland postal communications (letters, postcards, parcels and telegrams) in addition to the usual postage. If the sender neglected to affix the Red Cross stamp. the amount was collected from the addressee. For foreign communications, the use of the stamp was optional.

HOW THE RED CROSS AND THE PRESS CAN COLLABORATE

by JEAN RIMONT,
of the "Petit Journal"

We know very little about the Red Cross. By "we", I mean the mass of the public, the man in the street. We are all acquainted, of course, with the heroic part played by the Red Cross during the world war, and we remember what it did then with admiration and gratitude. But we know little or nothing of its work in time of peace. We have been left in almost complete ignorance of the remarkable achievements of the League of Red Cross Societies in the direction of public health, rural hygiene, child welfare, and, in short, of all its efforts to combat disease and mitigate suffering.

The fault is not ours. We ask for nothing better than to be kept informed of matters so vital to the well-being of the nation and of humanity in general. Indeed, it is to the general interest that the work should be more widely known. It can do nothing but good to stimulate public spirit, bring fresh recruits to the Red Cross cause, whose needs in personnel are constantly growing as its sphere of action expands, and help to swell the funds essential to its work.

It is of the utmost importance that the Red Cross and the Press should collaborate, as closely and intelligently as possible. Everyone in the land, from the highest to the lowest, needs to be kept informed by the newspapers of what is being done, by a small group of public-spirited men and women in every city, town and village, to make the world a better place to live in.

To do this is a moral obligation for the Press, and one which it has not the right to shirk.

The Modern Newspaper.

If our ideas about the Red Cross are hazy, how far do Red Cross people, on their side, realize what a modern newspaper is?

In the first place, making a newspaper is an industry, and a very exacting one at that. The cost of producing a daily sheet is very high; but, at the same time, its sale price cannot be raised without endangering its circulation. Newspapers are obliged, therefore, to depend on advertising, and this is what makes it possible to sell a newspaper to the public at less than cost price. An advertiser, however, will entrust his publicity only to a newspaper that has a wide circulation, and to achieve this the paper must be alive, well-informed, agreeable to read, and well presented.

Despite all these material considerations, the Press is more disinterested than many people imagine. It rarely turns a deaf ear to any well-founded appeal for its collaboration. All the great social welfare movements know they can count on its wholehearted support. It is always ready to help the Red Cross, if only the Red Cross will "help it to help".

To do this, the Red Cross must organize its relations with the Press on a business-like basis. Every Red Cross group should appoint a Press Committee, composed of two or three active, go-ahead men or women, one of whom will be accredited to make a personal visit to the News Editor in the office of each newspaper, large and small, in its territory. The News Editor is the man who really "makes" the paper. You will probably find him in a maelstrom of feverish activity, but you need not be alarmed; he is accustomed to interruptions, and you will get a courteous hearing. He will understand perfectly the importance of the public interests for which you stand, even though he may appear to be doing half-a-dozen other things while listening to you. But the really important thing is that he will have met you and will remember you, and that is half the battle. The Red Cross will henceforth mean something definite to him and when, later on, he received your notices and items of information, he will be glad to pick them out from among the anonymous mass of envelopes with which he is submerged each day.

If you are wise, you will choose the morning for your visit, for that is a time of relative calm. After first contact, keep carefully in touch by means of brief (and not too frequent) visits. Avoid appearing importunate, but do not let him forget your existence.

Writing "Copy".

The next point is to learn how to write your "copy". Remember that it should cover only one side of the sheet and that, if not typed, it should be written very legibly and in fairly large characters. Proper names should always be in capitals.

The most important detail is the title. Care must be taken to choose a title that strikes the eye and arrests the attention. It should be neither long nor vague. Do not, for example, entitle your notice: "In the Red Cross", but, more explicity: "Increase in Road Accidents preoccupies Red Cross".

The request for insertion, and any remarks attached, should be on a separate slip.

If these few elementary precautions are observed, your paper will stand a far better chance of escaping the sub-editor's blue pencil. This is a very important point, for the most illuminating thought, however skilfully turned, makes no impression on a waste-paper basket!

PLACING THE STORY

The rest is a question of psychology. It goes without saying that the material should be adapted to the tone and tendencies of the paper in which it is intended to appear. In the case of a literary paper of the "review" type, for instance, a well-informed article interspersed with technical and even statistical details might find favour. It is possible that some time may elapse before the article is published, as the editor's drawer is full of manuscripts awaiting their turn, and it is not always the most interesting which finds its way first into print; everything depends on the amount of space available.

For the ordinary daily newspaper, the academic style would be hopelessly out of place. A light touch is needed in the article for popular consumption. The length is immaterial provided the subject is new and topical, or one with which the public is unfamiliar.

It is essential, therefore, in putting out Red Cross propaganda, to gild the pill so as to make the "story" easily digestible and, if possible, entertaining. Above all, the "human interest" factor must not be left out. And let there be no false modesty! When the Red Cross has performed any outstanding piece of work—as the auxiliary of the official relief agencies in a great disaster, for example—it must omit no detail of what it has done. Honour to whom honour is due! In a word, what the popular newspaper wants is a straightforward story, every now and then, of interesting happenings in the world of the Red Cross. If it is quite simple and free from literary artifice, it will be all the more moving.

The story should be varied slightly for each newspaper, but it MUST reach all the papers on the same day. If a paper publishes a story, and then finds that it had already appeared in a rival sheet the day before, it will close its columns for evermore to those whom, rightly or wrongly, it holds responsible for so "letting it down".

Original photographs,—i.e. photos previously unpublished—are always welcome, and an illustrated article is often given preference despite the additional expense involved in making "blocks" for reproduction, the reason for this being that the popular appeal of an article is immeasurably enhanced when it is helped out by pictures.

Earthquakes, floods, epidemics and wars are—happily—not daily occurrences. In the ordinary way, the relations of the Red Cross with the Press mean little more than an occasional request for insertion of a notice concerning the opening of a new institution, or a committee meeting, or an appeal for funds.

The Press rarely ignores such requests. It would welcome them always if certain general and elementary rules were observed. For one thing, the length of a communiqué should never exceed ten lines. Superlatives are especially to be deprecated. A communiqué should be strictly impersonal, and such terms as "admirable work" and "untiring devotion" should be avoided.

CONGRESS REPORTS

When arrangements for a Red Cross congress are being made, proper organization of the press service is of particular importance. Invitations should be addressed to the News Editor, not to the Editor-in-Chief, who at best would merely send them on to the proper desk, and may very well push them away into a drawer and forget all about them. A covering letter should request the attendance of a reporter at the inaugural session. The reporter should be given, verbally, the explanations necessary to enable him to write his introductory remarks, and the opportunity to interview some outstanding personality. For subsequent sessions, brief and succinct typewritten accounts of the proceedings should be prepared and handed to the journalists at the door of the hall, who will thus be spared the necessity of either hanging about all day or, alternatively, improvising in advance an account which will probably turn out to be bristling with errors.

In concluding this homily—which has no other object but to facilitate the ESSENTIAL collaboration between the Red Cross and the Press—I would crave indulgence for my profession if an article or communiqué sent in to a newspaper, in the orthodox way which I have attempted to describe above, should, contrary to expectations, be left unpublished. It would be a mistake to resent this, or to imagine that the apparent oversight is due to selfish indifference, or lack of understanding.

The chances are that, at the moment of going to press, an important last-minute item of news was received which could not be left over to the next edition. A certain number of lines had to be cut out, and it just happened that your article was of precisely the right length and in a part of the type-chase where it could be easily removed without upsetting the composition of the page.

Lose no time, therefore, in vain regrets; take up your pen and try another article. It will surely fare better than the first.

USING THE RADIO FOR FUND RAISING

by DOUGLAS GRIESEMER,

National Director of Roll Call and Public Information, American Red Cross.

THE American Red Cross has at its disposal, in time of grave emergency, the entire equipment of two great national broadcasting companies by which it can deliver a message that will reach anywhere from sixty to a hundred million people simultaneously through the fifteen million radio receiving sets in the homes of the United States.

Those who own and control radio are ready at all times to cooperate in every way possible with the Red Cross; they recognize it as the nation's agency for providing relief in disaster and its close relationship with the government. Thus in any emergency that necessitates immediate, nation-wide appeal to the people, the Red Cross can inform the greater part of the population, from the metropolitan centres to the sparsely settled sections, that their immediate support is required to provide adequate relief.

"When the President of the United States has a message for the people, our facilities are at his command", said an official of the National Broadcasting Company. "We 'clear the wires' for him. We offer the Red Cross the same privilege. Whenever the Red Cross informs us the President has called upon the people by proclamation, urging their support in a major emergency, our facilities are at its disposal. The Red Cross is the only organization we permit to make a specific appeal for money from our stations."

The Columbia Broadcasting System takes the same position and is equally co-operative. Thus, with the facilities of the two great broadcasting interests at its disposal, the Red Cross can truly talk to the nation when necessity requires.

The Red Cross, of course, does not abuse this very great privilege. It appeals to the people on nation-wide radio networks only in major disasters and during the annual Roll Call, when the Chapters are inviting the people to join the Red Cross for another year.

The Chapters, on the other hand, use their local radio stations for frequent broadcasts, particularly during the Roll Call period. One large city Chapter has arranged a brief period on a local station one day a week for several years. Series of talks have been presented by Chapters on such Red Cross services as first aid and life saving, and home hygiene. Volunteer workers are called for by radio. The Chapters have informed the people of the Red Cross distribution of flour and clothing produced from Government wheat and cotton during the past year.

In connexion with disasters that do not require an appeal to the entire nation for relief funds—and it should be borne in mind that the American Red Cross provides relief in an average of one hundred disasters a year—Chapters broadcast appeals from stations in or near the stricken areas. The appeals are confined, so far as a radio broadcast may be restricted, to one state or a group of states.

Thus, throughout the year, nationally and locally, the Red Cross is given many hours of valuable radio time.

Last year, because of economic conditions and the tremendous load of relief work the Red Cross was called upon to assume, the Roll Call for members was treated as an emergency campaign.

Instead of asking the broadcasting companies for 15 minutes of time to open the Roll Call, the Red Cross requested the two great Broadcasting Companies each to give a half-hour of time on a national network and both companies promptly agreed. The Red Cross promised to provide programs of exceptional merit.

The two programs were scheduled for succeeding nights: Monday, November 14, and Tuesday, November 15. The program on the National Broadcasting Company network, from the Atlantic to the Pacific, went on the air between 10 and 11 p.m., eastern standard time, which means that it was heard on the Pacific coast from 7 to 8, in the mountain zone from 8 to 9, in the central zone from 9 to 10, on the Atlantic seaboard from 10 to 11. The Columbia Broadcasting System program opened on the west coast at 7.30 and came across the country for a 10.30 start in the east. The programs had to be timed to the second, the air had to be cleared of the regularly scheduled, sponsored —commercial—programs, the advertisers donating their contracted time. The Red Cross had the right of way on approximately 100 stations for a total period of an hour and a half on two evenings.

The program presented on the N. B. C. network opened with a number by the United States Marine band, playing in Washington. Judge John Barton Payne, chairman of the Red Cross, then came to the microphone, speaking briefly and including in his address

a message from President Hoover. The Chief Justice of the United States, Charles Evans Hughes, Vice-President of the Red Cross,—one of the country's finest speakers—delivered a stirring five-minute appeal. Then from the Academy of Music in Philadelphia the Philadelphia Symphony orchestra, conducted by Dr. Leopold Stokowski, played the overture to "Lohengrin". Following in turn came a Metropolitan opera star, singing from New York, followed from Chicago and New York by two very popular radio features; the N. B. C. studio orchestra, the Revellers (a male quartet), and Will Rogers, America's internationally known humorist and commentator, talking from Beverly Hills, California. The studio orchestra and the Sixteen Singers provided a musical background for Graham MacNamee's final announcement. The announcer and the speakers made direct appeals for support of Red Cross.

The program presented the following night on the Columbia system was of a different type. Judge Payne opened the program and read a message from President-elect Roosevelt. Next, former Governor Alfred E. Smith, of New York, made a rousing plea for Red Cross support. Then in turn from Minneapolis, from Chicago, and from Boston, two men and a woman, all beneficiaries of Red Cross drought and unemployment relief, told their individual stories anonymously. The first was a Dakota farmer, victim of drought and grasshopper plague, the next a Chicago man, who had been out of employment, and the third a New England housewife, whose husband was an unemployed, disabled war veteran. Then, after two numbers from a New York theatre, the program closed with a final plea by the announcer.

Such programs are unquestionably effective, although usually it is not possible to measure with any accuracy the concrete results. In 1931 two programs broadcast on N.B.C. and C.B.S. networks undoubtedly turned the tide in the Red Cross appeal for a $10,000,000 drought relief fund, and brought a flood of contributions that carried the campaign to success.

On this occasion, the Red Cross tried the experiment of bringing to the microphone actual victims of a disaster, who, speaking from the ravaged areas, told their stories in their own words,—simple, homely, gripping stories. The disaster victims included a farmer, 49 years old, who had never before had a crop failure, father of a family of 12; a farm wife and mother, and two children, a boy and a girl, none of the same family. The county sheriff also spoke and testified to the authenticity of the stories told. Will Rogers opened and closed the program.

This program struck straight to the hearts and sympathies of thousands of those who listened in. The Red Cross and radio stations were flooded with telegrams and letters, and contributions flowed in.

One incident in this program, wholly unforeseen, in no manner arranged for, must in itself have brought thousands of dollars to the relief fund. As the farmer came to the end of his story, and said : "I never had to beg before, but I'm a beggar now", a sob rose in his throat and his voice broke. Then the microphone was silent. An hour's speech by the finest orator in the world could not have had the dynamic effect of that anonymous farmer's muffled sob.

Reiteration of the invitation to join the Red Cross at Roll Call is obtained in another way, which keeps mention of Red Cross on the air daily through most of the Roll Call period. It calls for the cooperation of those manufacturing and distributing companies which "sponsor" programs, that is, buy network time on the air and provide entertainment for regular weekly broadcasts that include advertisement of their products. These sponsors of commercial programs are asked to dedicate one of their programs, just before or during Roll Call, to the American Red Cross.

The sponsoring company does not have to change a prepared program in any way, if it does not wish to. The announcer may simply state "Our program tonight is dedicated to the American Red Cross", with a few sentences presenting the invitation to join the Red Cross.

So generous in their cooperation are those who advertise on the air, however, that few of them restrict their assistance to brief statements. Some include talks reviewing Red Cross accomplishments, others weave Red Cross into the program from beginning to end, keying the Red Cross phases to the characteristics of their usual programs; others still prepare special programs featuring Red Cross. In 1932, fifty programs were devoted to or included the Red Cross appeal.

All of this radio cooperation is freely given. The Red Cross could not afford to pay for such expensive publicity : if money could buy it, one of its nation-wide programs would cost no less than $30,000. But money cannot buy such programs. The great artists who assist Red Cross could not appear upon its programs for money, because in most instances they are under contracts which forbid their appearances outside their contracts.

The American Red Cross recognizes fully its great obligations to those who own, manage and use the radio broadcasting facilities of the United States.

"THE WEEK'S GOOD CAUSE"

BROADCASTING CHARITABLE APPEALS IN ENGLAND

by F. A. IREMONGER,

of the British Broadcasting Corporation.

THE British Broadcasting Corporation reaches millions of listeners, many of whom are sincerely anxious to help deserving causes, but are entirely vague about the most or least worthy claimants to their generosity. Consequently, when the Corporation offered the use of the air once a week for charitable appeals, much care had to be taken to ensure that only the most deserving were allotted the coveted privilege. The B. B. C. can boast with justice that it has many specialists on its staff; but here was a region in which its writ did not seem to run, a matter on which it could claim no special authority to pronounce. So, to deal with the countless applications received, an Advisory Committee was formed, with instructions to select those causes that were most worthy of help.

The task of this Committee was a difficult one, and it becomes no easier as time passes. Hospitals and hostels, clubs and camps, allotments and animals, ex-service men and discharged prisoners, children and the mentally defective—for all these and many other causes an admirable case could be stated, but to oblige them all was impossible; who was to have the unenviable task of deciding on their respective merits? The B. B. C. had to cast its nets very wide to ensure that no type of charity was without its expert on the Committee; and on this Advisory body there now sit representatives (though they are unofficial) of the Public Health Department of the London County Council, the United Services Fund, the Children's branch of the Home Office, the National Council of Social Service, the Charity Organisation Society, and Women's Institutions in general. The Committee meets twice a year, and selects the week's good cause for the following six months. It has two guiding principles: no cause is allowed to make an appeal more than once in every two years, except three or four well-known societies whose appeal is regarded almost as an annual commitment: and no cause is granted an appeal which is not of wide public interest. Thus the great national institutions which cater for the sick, for members and ex-members of the fighting services, for the unemployed and adolescent, for animals and children, find themselves soon or late with an unparalleled opportunity of touching the hearts of the charitable; and their spokesman stands at the microphone, with exactly five minutes in which to plead their cause.

If he is wise, he will already have taken any hints that may have been offered by the official of the B. B. C. whose duty it is to pass the manuscript for the microphone. The first task of that official is to see that the manuscript is not more than 600 words in length—the number of words which the average speaker can read comfortably in the five minutes allotted. Nothing is more fatal than to be forced to hurry the appeal for the sake of inserting a few more sentences; and usually it has been prepared by the secretary of the particular Cause, who has so many facts concerning the institution at his fingers' ends that he finds it difficult to choose the few that may be relevant or may carry weight. After this one or two suggestions may be made (all of them the result of long experience) which the advocate may or may not accept; it then remains to hope that the particular evening allotted may be a wet one, when the number of listeners is greatly increased.

On the choice of the spokesman much depends; and too many institutions have the impression that, if they can secure the services of a pleader who has won a certain measure of public fame, the success of their appeal is assured. Nothing could be farther from the truth. A wide-eyed film star, a successful novelist, a belted earl, an efficient jockey or a be-ribboned field-marshal—any of these may be either the best or the worst advocate imaginable: success in their own chosen profession is no guarantee whatever that they have the knack of persuading listeners to loose their purse-strings. The secret of success lies elsewhere, chiefly in what is usually called the 'human touch'. The speaker must make the work of the institution for which he pleads live and move before his audience: unless he does that, no statement of dire need, no mention of crumbling walls or tottering finances, no threat of closing doors, will have the slightest effect on the larger part of his audience. But let him tell a simple tale of human need and suffering, his plea will seldom fail of a generous response. Here, for instance, is a contrast. A hospital is in debt—nearly all of them always are. The speaker gives the exact number of in-patients treated during the past year; then the number of out-patients (a fine figure this, running into many thousands and correct to the last digit); then he tells of the new wards the hospital authorities would like to open, but cannot; then of the experiments they would like to make—perhaps with some keyword like "radio-therapeutics" im-

pressively introduced—if only they had the necessary laboratories and theatres; then of their heroic nurses, who would be so much better housed if they had a new block of their own, and that is all... except that the hospital secretary wonders the next morning why the response to the appeal was so meagre. Here is another picture; it is that of the late Lord Knutsford—the title he valued more than the one which came to him by right of descent was that of "The Prince of Beggars"—pleading for that magnificent institution, the London Hospital in Whitechapel. He gives no figures, or very few; but he tells how yesterday he was walking through one of the wards when a man came up to him and spoke. For days the surgeons and sisters had been fighting to save the life of the man's boy, but to no purpose; and now the father, as he leaves the hospital where his son lies dead, stops to say one word to its chairman: "Thank you very much. YOU DID ALL YOU COULD". Then comes the personal appeal to his listeners: "Have YOU done all you can?" And on this simple plea the appeal ends. "You did all you could"—five words of one syllable, yet each word meant nearly £2,000 added to the coffers of the Hospital!

There are many other reasons why a listener may respond to one appeal and refuse another; nor is it ever safe to prophesy, even when the appellant is a good broadcaster, that a particular cause will receive wide support.

A word was said above on the motives that induce the charitable to subscribe. Who has the truer conception of charity, the giver who is touched by the personality or skill of a particular appellant, and sends a cheque for a hundred pounds which might only have been £1 if the appeal had been indifferently presented, or the giver who allots a certain sum each week or month impartially, whether or not be has been deeply moved by a particular appeal? The question cannot be answered here; but the B. B. C. makes the procedure as easy as possible for both kinds of giver. A cheque for any amount may be sent to the Corporation, with instructions to disburse it according to directions subsequently sent on postcards specially printed for the purpose, which are sent to the donor on receipt of the cheque; or a sum of money may be sent with the request to allocate a fixed amount to every weekly appeal till it is exhausted. Of both these methods listeners take full advantage.

There are many whom the B. B. C. and its listeners should delight to honour—men who by inventive genius or technical skill have raised the Corporation to the position it now holds in the life and thought of England. High among these must surely be the man who first conceived the idea of "The Week's Good Cause" through which life has been made fairer and easier for unknown thousands, and human suffering has been immeasurably relieved.

XVth INTERNATIONAL RED CROSS CONFERENCE

BELOW is the text of the convocation addressed by the President of the Japanese Red Cross Society on September 1st, 1933, to all the national Red Cross Societies inviting them to send representative delegations to the XVth International Red Cross Conference in Tokyo next October.

"Gentlemen,

"You will recall that it was decided by the XIVth International Red Cross Conference at its meeting in Brussels in 1930 that the XVth International Conference should take place in Tokyo in 1934. It was, moreover, brought to your attention by the circular letter issued on April 20th, 1933, by the Standing Commission of the International Red Cross Conference, that the Japanese Red Cross has suggested October 20-29, 1934, as the date for the Tokyo Conference, and that this has been approved by the Standing Commission.

"I accordingly have the honour, as President of the Red Cross Society of Japan, to request that your Society will be good enough to nominate delegates to attend the XVth International Red Cross Conference on your behalf. It will be a great pleasure for me and for the Society over which I have the honour to preside to receive your delegation and to extend all possible courtesies and facilities to its members.

"COMPOSITION OF DELEGATIONS. — I hope you will permit me to echo the hope expressed by the Standing Commission that the delegations of all the national Societies will comprise as many members as possible, and in particular that they will include experts in nursing and in Junior Red Cross problems. It is contemplated that special commissions should be constituted to deal with these items on the agenda (Nos. 19 and 20) and that the other questions on the agenda should be distributed between two or three other commissions. Proposals for the distribution of the agenda on this basis will be prepared in advance by the Secretariat of the Conference.

"PROGRAMME. — A complete programme of arrangements is in preparation and a copy will be sent to you shortly. The programme of arrangements provisionally contemplated is attached to the present letter.

"DESIGNATION OF DELEGATES. — It will be a convenience to the Japanese Red Cross Society, and also to the delegates themselves if the names of the persons designated as delegates by your Society can be notified to me *as early as possible* and *in any case not later than July 1st, 1934.* The facilities accorded to delegates will be extended also to one member of the family of any delegate from whom notification is received by the date indicated that this courtesy would be agreeable to him. Other relatives or friends of delegates will be most welcome to attend the meetings, and to participate in the social festivities and excursions arranged in connexion with the Conference.

"FACILITIES OFFERED. — The facilities arranged are the following:

1. *Ocean Travel.* The Japanese Steamship Lines have kindly agreed to provide transportation for delegates and their families on special terms including a reduction of 15% on their ordinary rates. "The Kita Nihon Kisen Kaisha" offers a reduction of 20%.

Delegates desiring to take advantage of this arrangement should present to the local agent of the Japanese Steamship Co., through which they are purchasing their transportation, a certificate from the National Society showing that they have been duly appointed as delegates to the Conference.

As soon as the Japanese Red Cross Society learns the names of delegates appointed to the Conference, cards of identification and discount tickets will be sent to them from the Society.

It is hoped that delegates who, for any reason, are unable to avail themselves of the special conditions offered by the Japanese steamship lines, may find it possible to obtain similar concessions from other companies on representing to them the purpose of their journey. A number of the more important steamship companies have been approached in this sense by the Secretariat of the League of Red Cross Societies and have intimated their willingness to make such concessions.

2. *Hotel Accommodation.* The principal hotels in Tokyo and other Japanese cities have agreed to offer a reduction of 20% on their ordinary rates for delegates and their families.

3. *Railway Passes.* Each delegate and one member of his family will receive on arrival at the port of disembarkation in Japan free passes entitling them to travel first class without charge on all Japanese railways in Japan proper, Korea and South Manchuria during their sojourn in Japan.

4. *Air Transportation.* "The Nihon Koku Yuso Kaisha" (The Japanese Air Transportation Company) has agreed to offer to delegates and their families a 30% reduction on their ordinary rates.

"REPORTS. It will facilitate the preparations if the general reports of national Societies, or any special reports they may be disposed to make on special questions on the agenda, can reach the headquarters of the Japanese Red Cross not later than September 1st, 1934.

It is suggested that any Society which is preparing special reports containing important proposals for consideration by the Conference should address one or more copies of such reports as soon as they are printed to each of the other national Societies, so that they may receive individual consideration before delegates leave for Tokyo.

"The number of copies of each report required for distribution at the Conference will be approximately 300. It will be a convenience if Societies find it possible to adopt the standardized format used by the majority of Societies in preparing their reports for the Brussels Conference—225 mm. by 160 mm.

"In concluding this letter allow me to repeat the expression of the deep pleasure with which I am looking forward to welcoming your Society's delegates in Tokyo, and to discussing with them, at the season when the beauties of my country are enhanced by the scarlet of the maples and the flowering of the chrysanthemums, the development of our common efforts on behalf of suffering humanity.

"I have the honour to be, Gentlemen,

"Your obedient servant,

I. TOKUGAWA.

President of the Central Committee of the Red Cross Society of Japan."

Provisional Programme for the XVth International Red Cross Conference

OCTOBER 19TH	Morning	Meeting of the Executive Committee of the League
	Afternoon	Meeting of the Board of Governors.
OCTOBER 20TH	Morning	Meeting of the Board of Delegates
	Afternoon	Formal opening of the Conference.
OCTOBER 21ST	Morning	Plenary session
	Afternoon	Meeting of commissions
OCTOBER 22ND	AND 23RD	Meeting of commissions
OCTOBER 24TH	AND 25TH	Excursions
OCTOBER 26TH	AND 27TH	Meetings of the Board of Governors
OCTOBER 28TH		Plenary sessions
OCTOBER 29TH	Morning	Close of the Conference
	Afternoon	Close of the Board of Governors

THE NEED FOR PUBLIC BATHS

THE Crisis has placed increased emphasis on the urgency of two questions which have been before the national Red Cross Societies for some time past: rural hygiene, and the maintenance on the land if not the return to it of agricultural populations. When the Health Commission of the League of Nations drew up a rural hygiene programme in 1931, it appealed to the Red Cross to combat the ignorance and to improve health conditions in the country. The example of the Scandinavian Red Cross Societies and the practical suggestions at the last General Assembly of the Norwegian Red Cross which are summarized below should prove of general interest.

Two centuries ago vapour baths of Russian origin were common throughout Scandinavia. Björne Povelsen travelling in Iceland in 1757 "loved to take these baths, so relaxing after a strenuous day". Northern Sweden and the whole of Finland still observe the tradition today. Sakari Palsi says that in a Finnish village the bath house is the public meeting place: "It is used for drying flax in the summer, for brewing beer in the autumn, and for gossip all the year round". But vapour baths have now been abandoned by the southern provinces of Sweden and by Norway.

In England in 1832, at the time of the cholera epidemic at Liverpool, a washerwoman, Catherine Wilkinson, known as "Kitty", conceived the idea of starting some bath houses, or public washhouses. Her example was followed by others and in 1846 the Liverpool "Combined Bath and Wash-house" was founded.

A similar movement was started in Norway and Sweden at the instigation of Arne Garborg, and the "Public Baths Association" was founded in 1921 at Stockholm, and at Oslo in 1922.

In Norway, as in other countries, statistics for the last twenty years show that the country death rate has been heavier than the town death rate. One of the causes is faulty living conditions: lack of sewerage, impure water, dirty and unhealthy dwellings, ignorance of the elements of hygiene and nutrition.

Another cause is the migration of the agricultural population a large part of which has left the more isolated farms to crowd round the new industrial centres and the towns. This is the population—of recent peasant origin, now dense and badly housed, suffering the inconveniences of urban life without enjoying its advantages—which is in need of more bath accommodation. In 1927 Norway, for instance, had only 185 public baths.

Yet hot baths or vapour baths would help to prevent many illnesses and particularly the increase of rheumatism.

The Director of Sickness insurance at Oslo stated at the Northern Congress of Bath Establishments : "There is a lack of thermal establishments where patients could find the necessary baths and hot fomentations to prevent infirmity and invalidity". If doctors hold that bath treatment for rheumatism should only be given at a hospital, could not a bath establishment be combined with a cottage hospital? This has already been done successfully by the Norwegian Red Cross in three local sections. The bath establishment has been installed in the rural hospital, sometimes in co-operation with the "Public Baths Association".

After careful study, the Public Baths Association has proposed three types of public bath establishments.

The two first are country types and suitable either for a large farm or for a village: a shed three yards by five, a dressing room, a vapour bath and a bath tub for the use of older people. The construction is simple enough to be carried out by the farmer or the villagers. The total expense, including a good boiler, comes to 2,400 crowns (£120). In Sweden, voluntary labour and an abundance of wood have made it possible to build small country bath establishments at a cost of between 700 and 900 crowns.

The third type is suitable for a factory town. It comprises a waiting room, six private dressing rooms, three showers, a vapour bath, and a bath tub. The net cost of a bath is 7½ öre.

At Seljord (Norway), it is the local Red Cross section that has created the establishment with the assistance of the Public Baths Association, the Anti-Tuberculosis League, and the Sickness Insurance Fund. The whole population took part in the construction, either by gifts of money or material, or by supplying labour.

The Swedish Red Cross has opened 50 bath establishments, either on its own account or in cooperation with other bodies.

A law which has been in force since January 1931 compels the parishes to build alms houses for aged men, and it seems that the Red Cross might use the basements of these to build bath establishments with a separate entrance.

The provision of bathing facilities is a hygienic measure which adds to the comfort of the village. It is, moreover, a public utility service which might provide occupation for "volunteers" and unemployed adolescents. In the more thickly populated towns, it should be of signal service to the unemployed and should give them the means of keeping clean, and of washing their garments.

At a small cost, the local Red Cross section could set up an institution which would be, at one and the same time, a preventive, health, and social welfare establishment.

THE RED CROSS AND THE PRESS

by EMILE HOUSIAUX,

Former Chairman of the Belgian Press Association,
Director of the Belgian Red Cross Review.

THE Red Cross, in war or in peace, is devoted to the service of mankind. Its influence is world-wide, and its two great central organizations — the International Committee and the League of Red Cross Societies — are the living symbols of that universality.

But the Red Cross, like the Press, has a special duty to perform towards its own country. Its service aims at safeguarding the health of the individual and of the community through health propaganda and by the training of public health workers, at rendering aid to persons injured in road accidents, and relieving the victims of flood and famine, accident or earthquake, disease or distress.

The aim of the Red Cross is wholly disinterested. It is prompted by no motive of material gain; it is untrammelled by political bias. No basic reason, therefore, could justify refusal by the Press to lend the movement its support; in fact, it gives such support with the utmost goodwill.

This point being established, let us next examine how the Press and the Red Cross can best collaborate.

In Belgium, the Red Cross has always enjoyed a large measure of support from the Press. All the newspapers throw open their columns to Red Cross propaganda, while at the same time reserving the right to make friendly criticism, in the form of practical suggestions, which are promptly acted upon when feasible.

This spirit of cordial collaboration is especially to the fore during the annual Red Cross ''Week''. A few days before the opening of the campaign a reception is held at Red Cross headquarters to which are invited the chairman of the Belgian Press Association and representatives of all the daily newspapers. The ''theme'' of the Week — which differs each year — is explained, and typewritten notices are handed to the journalists to help them in preparing their articles. It is fatal to issue an identical article to all the papers, as each has its own peculiarities and any ''stock'' article would promptly find its way to the waste-paper basket. This mistake has been carefully avoided by the Belgian Red Cross, which sends differently-worded ''copy'' to each paper and, as far as possible, adapts it to the tendencies of the paper.

The same procedure cannot be followed in the case of communiqués. These must be identical for all the papers. Care should be exercised, in drafting them, to restrict their contents to the essential facts and to eschew superfluous phraseology. The object of a communiqué is not to be a panegyric but to impart information. Its potentialities as a news item should be at once apparent to the editor, so that he can rapidly grasp the gist of it and decide if it is to be used in whole or in part, or whether it is worth sending a reporter to glean supplementary details.

If a newspaper were to publish *in extenso* all the communiqués which reach it from different charitable sources, there would be little room in its columns for anything else. The communiqué, therefore, should be as brief and cogent as possible.

For some time past, the League of Red Cross Societies has been issuing each month a series of brief notes—on separate, loose sheets — describing outstanding Red Cross developments in different parts of the world. Those which have been transmitted by the Belgian Red Cross to the Belgian press have been well received. The press in Belgium is always keenly interested in the different manifestations of Red Cross activity. As soon as any new initiative is mooted, the office of the Director-General of the Red Cross in Brussels is besieged by journalists in quest of interesting copy. When any kind of public demonstration is staged, journalists and press photographers are sure to be there and, if the demonstration is concerned with public safety — protection against chemical warfare or against the noxious fumes vitiating the atmosphere of certain industrial regions, for example—it is given prominence as a matter of topical interest, and its propaganda value is correspondingly enhanced.

The full measure of the constant and friendly collaboration existing between the Red Cross and the Belgian Press may be gauged from the fact that, at the time of the disastrous Meuse floods in 1926, the Belgian Press Association (of which I was then the chairman) and the national Red Cross Society launched a joint appeal to the country. All the papers opened subscription lists for the benefit of the flood sufferers and turned over the proceeds to the Red Cross as the centralizing agency for relief. Again, last winter, the press spared no effort to support the Red Cross in its self-imposed task of providing canteens and relief stations for victims of the intense cold.

Whether it be in the promotion of its health campaigns or to appeal to the generosity of the public when disaster strikes, it is through the Press that the Red Cross can best reach the man in the street.

In every branch of its activity, the Red Cross in Belgium finds in the Press a sincere and helpful friend.

MISCELLANEOUS ITEMS

International Relief Union.

On October 31st, the Executive Committee of the International Relief Union held its second session at the offices of the League of Red Cross Societies in Paris, to consider the following agenda:

1. Approval of minutes of the first session.
2. Report of the Central and Permanent Service on the work accomplished between July 15th and October 31st.
3. Financial situation of the International Relief Union.
4. Plan of mobilization in the event of disaster; procedure to be followed in financing relief operations.
5. Procedure to be followed in nominating experts.
6. Amendments to the financial clauses in the By-Laws of the Executive Committee.
7. Representation of the I. R. U. at the XVth International Red Cross Conference.
8. Scientific study of disasters.
9. Individual proposals.
10. Date of the next meeting.

Florence Nightingale International Foundation.

A meeting of the Provisional Committee for the proposed Florence Nightingale International Foundation was held at 14, Grosvenor Crescent, London, S.W.1., on Friday, October 6th. Sir Arthur Stanley took the Chair. Miss Lloyd Still, President of the International Council of Nurses, Mrs. Bedford Fenwick, Chairman of the Florence Nightingale Memorial Committee of the I. C. N. and Miss Musson, Treasurer, represented the I. C. N. Mr. Swift, Secretary General, and Mrs. Carter, Chief of the Division of Nursing, represented the League of Red Cross Societies.

Mrs. Bedford Fenwick reported that the scheme for the proposed Florence Nightingale International Foundation had been unanimously adopted and the appointment of its three representatives on the Provisional Committee confirmed by the International Council of Nurses at its meeting in Paris and Brussels in July. The committee decided to:

(1) prepare a draft of the statutes for the proposed Foundation;
(2) to fix provisionally a date in July 1934 for the constituent meeting at which the Foundation will officially be brought into being;
(3) to request the League of Red Cross Societies and the International Council of Nurses to inform their respective national members of this action.

It is proposed that invitations to attend the constituent meeting shall be addressed to the national Florence Nightingale Memorial Committees of all countries where such committees have been formed up to May 1st 1934. Up to the present such committees have been constituted in Great Britain, France, Belgium, Holland, Latvia, Canada and South Africa. In the United States two such committees have been set up—one by the American Red Cross and the other by the American Nurses' Association and these two committees are working sympathetically together.

It is hoped that national Committees will be formed in other countries through the initiative of the national Red Cross Societies and the national Nurses' Associations.

The functions of the National Florence Nightingale Memorial Committees will not be confined to the raising of funds; they will also formulate suggestions to the Grand Council with regard to its educational policy and be responsible for the selection of candidates for the scholarships which the funds will make available.

The Provisional Committee further decided to take the preliminary steps necessary for the organization of the International Courses for the Session 1934-1935.

The Problem of Aiding Cripples.

Public opinion in Norway has for some time past been demanding that something should be done to relieve the plight of cripples. Tangible effect has now been given to this wish in the form of a Central Institute, comprising a home for crippled children, a surgical clinic, out-patient consultations, a school of manual work, an orthopædic workshop, a training school for teachers of child cripples, and a shop for the sale of objects made by the infirm. This institute is designed to serve the whole of Norway.

In 1924, a law was drafted, under the auspices of the Ministry of Public Health, to make it compulsory for doctors, nurses, midwives, schoolmasters and priests to notify all cases of infirmity among children coming to their notice. Some time later, despairing of ever seeing that bill become law, the Cripples' Aid Committee and the Sophies Minde Foundation appealed to State and private insurance funds, to the Army Medical Service, to welfare agencies, to the Red Cross and to a number of private societies to join together in organizing a voluntary information service and central records of all cripples in need of assistance. In return, the Secretariat of the Sophies Minde Foundation undertook to provide information relating to treatment, vocational guidance and employment for cripples.

The Norwegian Red Cross intimated its willingness to collaborate in this scheme, and invited its regional and local committees to co-operate with the welfare agencies of their respective communities in the manner indicated. Dr. Herzberger, President of the Norwegian Junior Red Cross, considers that this is an activity in which Juniors might usefully participate.

Public Assistance in Switzerland.

The problem of pauperism is beginning to assume alarming proportions in Switzerland, according to the report of the Swiss Public Assistance authorities for the year 1931, just published. The figures for that year constituted the highest yet recorded. Upwards of four per cent of the inhabitants received some form of State aid, and the sums expended (81,828,000 Swiss francs) work out at 20 francs per head of the population. This abnormal increase is attributed in a large measure to the distress resulting from unemployment, but the report stresses the urgent necessity of undertaking a vigorous campaign against avoidable causes of pauperism, such as social diseases and intemperance.

LEAGUE HEADQUARTERS NOTES

Board of Governors The New Zealand Red Cross Society has notified the League Secretariat of the nomination of Colonel Joseph MacNaughton Christie, C. B. E. as its representative on the Board of Governors in succession to Dr. Colquhoun, whose resignation was recently announced.

International Courses 1933-34 The Trustees of the Nightingale Fund, which forms part of the British National Memorial to Florence Nightingale, has awarded a scholarship for the Course in Public Health to Miss Margaret Muire Wall, who trained at the Nightingale School in St. Thomas' Hospital, London.

This brings up to 18 the number of students registered for the 1933-1934 courses, of whom eight are attending the Course for Nurse Administrators and Teachers in Schools of Nursing, and ten the Course in Public Health for Nurses.

Prince Tokugawa in Paris On October 18th, the League Secretariat was honoured by a visit from Prince Tokugawa, President of the Japanese Red Cross, who was passing through Paris on his way to Geneva after a brief stay in London and The Hague. At Geneva, he was received by the International Red Cross Committee. After a visit to the German Red Cross in Berlin, he returned to Paris for the meeting of the League's Executive Committee.

Missions Mr. E. J. Swift, Secretary-General, and Mrs. Carter, Director of the Nursing Division, went to London on October 6th to attend the meeting of the Provisional Committee for the proposed Florence Nightingale International Foundation. On October 9th they were present at a session of the Bedford College Committee for the Organization of the International Courses.

Mr. Swift with Dr. René Sand, Technical Counsellor, visited the headquarters of the Luxemburg Red Cross on October 12th and 13th, at the invitation of the vice-president, Mme Mayrisch de St.-Hubert. This provided the League's representatives with a welcome opportunity of entering into contact with the officials of the Society and of learning something of its work at first hand.

Mr. de Gielgud, Under Secretary-General, went to Geneva in the latter part of October to confer with the International Red Cross Committee on questions relating to the XVth International Red Cross Conference. On October 11th, he represented the League at the funeral of Brigadier-General Champain, Secretary of the British Red Cross Society, in London.

Contributions to League Budget The following contributions have reached the League Secretariat during the past month:

Belgian Red Cross	5,000 Belgian francs.
Roumanian Red Cross . . .	25,000 Lei.
Finnish Red Cross . . .	$ 200

BOOK REVIEWS

Manuel d'Hygiène appliquée, by Dr. Charmant, Port-au-Prince. Published by the State Printing Press, 1932, Haïti.

School health manuals are all too often compiled in such a manner as to render them unintelligible to the simple mind of the country-dweller; their didactic character and style frequently stultify their educational purpose, causing them to be regarded as tiresome and arid.

The book of Dr. Charmant, founder of the Haïtian Red Cross and director of health propaganda at the Ministry of Public Health, is a welcome departure from this rule. Written in easy conversational language, the manual explains in the most matter-of-fact manner why it is to people's own interest to take care of their health, and how the health of the child is the health of the nation. By successive stages, the reader is led gently and safely through the maze of technicalities concerned with the formation of sound health habits, diseases and their prevention, emergency care and first aid, public health, etc.

Nor does the author omit to pay tribute to the Red Cross, and to the League of Red Cross Societies in particular, for the work which they are accomplishing in the direction of improving health.

Pulmonary Tuberculosis in General Practice, by Andrew Morland, M. D. Lond., M. R. C. P. Resident Physician, Mundesley Sanatorium. John Bale, Sons and Danielsson, Ltd. 83-91, Great Titchfield Street, W. I. 1933. Pp. 113. 2s.

The last few years have brought great changes in our conception of tuberculosis. These changes are duly recorded by the author, a sanatorium physician, for the benefit of the general practitioner. This work is commendably small, but it contains all the essentials.

Novas iniciativas da Policlinica de Botafogo (New Departures by the Botafogo General Clinic), by Professor Luiz Barbosa, Rio de Janeiro, 1933.

Dr. Barbosa, Professor at the Faculty of Medicine of Rio, prefaces his book with a quotation from Dr. René Sand. He describes how the Botafogo General Clinic—a private institution of thirty-two year's standing—has now established a system of social work, whereby it has become possible to combine social diagnosis and treatment with medical diagnosis and treatment. The service is limited at present to mothers and children, but is conceived on the most progressive lines. For the purposes of this work, Botafogo (a suburb of Rio) has been divided into 20 sectors, to each of which have been assigned three volunteer social workers.

THE LEAGUE OF RED CROSS SOCIETIES

Chairman of the Board of Governors : Hon. John Barton PAYNE (American Red Cross).
Vice-Chairmen : Colonel P. DRAUDT (German Red Cross).
Marquis de LILLERS (French Red Cross).
Señor E. J. CONILL (Cuban Red Cross).
Mr. S. YAMANOUCHI (Japan Red Cross).
Secretary General : Mr. Ernest J. SWIFT.

MEMBER SOCIETIES AND THEIR REPRESENTATIVES ON THE BOARD OF GOVERNORS.

ALBANIA: *Kryqi i Kup Shqiptar* — Tirana.

***ARGENTINA:** *Cruz Roja Argentina* — Cerrito 1174, Buenos Aires. — General Julio R. GARINO.**

***AUSTRALIA:** *Australian Red Cross Society* — Latrobe Street 42-46, Melbourne. — The Viscountess NOVAR.

***AUSTRIA:** *Oesterreichische Gesellschaft vom Roten Kreuze* — Milchgasse 1, Vienna. I. — Dr. Johann STEINER.

***BELGIUM:** *Croix-Rouge de Belgique* — 80, rue de Livourne, Brussels. — Professor Pierre NOLF.

BOLIVIA: *Cruz Roja Boliviana* — La Paz.

***BRAZIL:** *Cruz Vermelha Brazileira* — Esplanada do Senado, Rio de Janeiro. — Major M. C. de Goes MONTEIRO.

***BULGARIA:** *Bjlgarsko Drougestvo Cherven Krest* — 19, boulevard Totleben, Sofia. — Professor DANEFF.**

***CANADA:** *Canadian Red Cross Society* — 410 Sherbourne Street, Toronto. — Hon. G. H. FERGUSON.

***CHILI:** *Comité central de la Cruz Roja Chilena* — Calle Catedral 1572, Santiago. — General Luis BRIEBA.

***CHINA:** *The Red Cross Society of China* — 42-44 Kiukiang Road, Shanghai.

***COLOMBIA:** *Cruz Roja Colombiana* — Bogota. — Professor Luis F. CALDERÓN.

***COSTA RICA:** *Consejo Supremo de la Cruz Roja Costarricense* — Calle 5a Sur, San José. — Señor E. QUIROS AGUILAR.

***CUBA:** *Sociedad nacional de la Cruz Roja* — Ig. Agramonte y Av. de Bélgica, Habana. — Señor E. J. CONILL.**

***CZECHOSLOVAKIA:** *Ceskoslovensky Cerveny Kriz* — Neklanova ul. 34, Prague. — Dr. Alice MASARYKOVA.

***DANZIG:** *Rotes Kreuz der Freien Stadt Danzig* — Neugarten 12-16, Danzig. — Dr. FERBER.

***DENMARK:** *Dansk Röde Kors* — Ved Stranden 2, Copenhagen. — Mr. J. BULOW.

***DOMINICAN REPUBLIC:** *Cruz Roja nacional* — Santo Domingo.

***ECUADOR:** *Sociedad Ecuatoriana de la Cruz Roja* — Avenida Colombia 118, Quito. — General Angel I. CHIRIBOGA.

EGYPT: *Egyptian Red Crescent Society* — 8 Charea Ismail Pacha, Garden City, Cairo. — Dr. Henry NAUS Bey.

***ESTONIA:** *Eesti Punane Rist* — Niguliste tän 12, Tallinn. — Dr. Hans LEESMENT.

FINLAND: *Suomen Punainen Risti* — 16 Annankatu, Helsingfors. — Major M. de GRIPENBERG.

***FRANCE:** *Comité central de la Croix-Rouge française*, 21, rue François-I^er^, Paris. — Marquis de LILLERS.**

***GERMANY:** *Deutsches Rotes Kreuz* — Corneliusstr. 4b, Berlin W. 10. — Colonel DRAUDT.**

***GREAT BRITAIN:** *The British Red Cross Society* — 14, Grosvenor Crescent, London, S.W. 1. — The Hon. Sir Arthur STANLEY.**

***GREECE:** *Hellenikos Erythros Stauros*, 41, rue Solon, Athens. — Mr. J. ATHANASAKI.

***GUATEMALA:** *Cruz Roja Guatemalteca* — 10 Calle Oriente, No. 32, Guatemala.

***HUNGARY:** *Magyar Vörös-Kereszt Egylet* — Baross utca 15, Budapest. — Mr. Elemer de SIMON.

ICELAND: *Raudi Kross Islands* — Reykjavik.

***INDIA:** *Indian Red Cross Society* — Talkatora Road, New Delhi (in winter), Simla (in summer). — Sir Henry MONCRIEFF SMITH, Kt. C. I. E.

***ITALY:** *Croce Rossa Italiana* — Via Toscana 12, Rome. — Senator G. CIRAOLO.**

***JAPAN:** *The Red Cross Society of Japan* —5 Shiba Park, Tokyo. — Mr. S. YAMANOUCHI.**

***LATVIA:** *Latvijas Sarkanâis Krusts* — Skolas iela 1, Riga. — Dr. K. BARONS.

***LITHUANIA:** *Lietuvos Raudonojo Kryziaus Draugijos* — Kestucio g-ve 8, Kaunas.

LUXEMBURG: *Croix-Rouge du Luxembourg* — Luxemburg. — Mme MAYRISCH de St. HUBERT.

***MEXICO:** *Asociación Mexicana de la Cruz Roja* — Avenida Isabel la Católica 25, Mexico D. F. — D^r^ F. Castillo NÁJERA.

NETHERLANDS: *Het Nederlandsche Roode Kruis* — Princessegracht 27, The Hague. — Mr. DONKER CURTIUS.

NETHERLANDS EAST INDIES: *Croix-Rouge des Indes néerlandaises* — Weltwreden, Java.— Mr. DONKER CURTIUS.

***NEW ZEALAND:** *New Zealand Red Cross Society* — 63 Dixon Street, P.O. Box 969, Wellington. — Col. J. MacNaughton CHRISTIE. C. B. E.

***NORWAY:** *Norges Röde Kors* — Grev Wedels Plass 5, Oslo. — Colonel J. MEINICH.

***PANAMA:** *Cruz Roja de Panama* — Panama. — Señora Amelia L. de ALFARO.

***PARAGUAY:** *Comité Central de la Cruz Roja Paraguaya* — Avenida España 505, Asunción. — Dr. Andrès BARBERO.

PERSIA: *Society of the Red Lion and Sun* — Teheran. — Dr. ACHTIANY.

***PERU:** *Sociedad Peruana de la Cruz Roja* — La Colmena N^os^ 215-219, Casilla Postal N° 1534, Lima.— Count de MIMBELA.

***POLAND:** *Polski Czerwony Krzyz* — Smolna 6, Warsaw. — Count Henry POTOCKI.**

***PORTUGAL:** *Sociedade Portugueza da Cruz Vermelha* — Praça do Commercio 1, Lisbon. — Marquis de FARIA.

***ROUMANIA:** *Societatea nationala de Cruce Rosie* — Rue Biserica Amzei 29, Bucarest. — Mr. G. BALS.

***SALVADOR:** *Consejo Supremo de la Cruz Roja Salvadoreña* — 3a Calle Poniente No. 21, San Salvador. — Dr. J. M. OLANO.

***SIAM:** *Sapakachad Sayan* — Chulalongkorn Memorial Hospital, Bangkok. — H. E. Phya SUBARN SOMBATI.

***SOUTH AFRICA:** *South African Red Cross Society* — 107-110 Exploration Bdgs. 74 Commissioner S^t^, Johannesburg. —

***SPAIN:** *Cruz Roja Española* — 10 Calle de Sagasta, Madrid. — H.E. Señor José VALDES-MATHIEU.

***SWEDEN:** *Svenska Röda Korset* — Artillerigatan 6, Stockholm. — Baron E. STJERNSTEDT.**

***SWITZERLAND:** *Croix-Rouge suisse* — 8 Taubenstrasse, Berne. — Mr. Paul DINICHERT.

***TURKEY:** *Türkiye Hilâliahmer* — Yenichéhir, Ankara.

***UNITED STATES:** *American Red Cross* — National Headquarters : Washington, D.C. — Hon. John Barton PAYNE.**

***URUGUAY:** *Cruz Roja Uruguaya* — Misiones 1325, Montevideo. — Señora E. Safons de ARRILLAGA.

***VENEZUELA:** *Sociedad Venezolana de la Cruz Roja* — Muñoz a Piñango 10, Caracas. — Dr. L. Chacin ITRIAGO.

***YUGOSLAVIA:** *Drustvo Crvenoga Krsta Kraljenina Jugoslavije* — 19 Simina ulica, Beograd.

* Societies having organized Junior membership.
** Members of the Executive Committee.

Le Gérant : B. de Rougé. IMP. UNION, 13, RUE MÉCHAIN, PARIS